



July 8, 2011

Ex Parte via Electronic Filing

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: *Public Forum on Location-Based Services*, WT Dkt No. 11-84

Dear Ms. Dortch:

We would like to thank the Wireless Telecommunications Bureau for including Google in its forum on location-based services. Google shares the Commission's excitement about the value these services will bring to Americans and its commitment to transparency, user control, and security in the collection and use of location data.

Over the last two years, location-based services have shifted from the purview of early adopters to a fact of life for millions. People can use mobile services to get driving directions from their current location, identify a traffic jam and find an alternate route, or find an open pharmacy at 2 AM for a sick child. In the last year, a full 40% of Google Maps usage was from mobile devices. There are now 150 million active monthly Google Maps for Mobile users on Android, iPhone, BlackBerry, and other mobile platforms in more than 100 countries.

Mobile location data can even save lives. Emergency notifications like AMBER Alerts can be improved using location data — within seconds of the first report, an AMBER Alert could be distributed to all users within one mile of the incident. This is just one example of the benefits these services can provide. A recent study by McKinsey estimates that personal location applications will generate as much as \$700 billion in consumer value in the next eight years.

Google would not be able to offer these services — or help create the economic and social value generated from location data — if we lost the trust of our users. We understand location information is sensitive, so our approach to location data is simple: Opt-in consent and clear notice are required for collection and use of location information on Android. We don't collect any location information — any at all — through our location services on Android devices unless the user specifically chooses to share this information with Google. We also give users clear notice and control; the set-up process explicitly asks users to "allow Google's location service to collect

Ex Parte Filing, WT Dkt No. 11-84

July 8, 2011

Page 2

anonymous location data.” And even after the set-up process, users can easily turn off location sharing with Google at any time they wish. We hope that this will be a standard for the industry.

To learn more about Google’s approach to location-based services and user privacy, please see our recent testimony before the Senate Commerce Committee, which is attached to this letter.

Pursuant to the Commission’s rules, this notice is being filed in the above referenced docket for inclusion in the public record.

Sincerely,

A handwritten signature in blue ink, appearing to read "Alan B. Davidson", with a long horizontal flourish extending to the right.

Alan B. Davidson
Director, Public Policy
Google Inc.

Attachment